

The New Parasols

Fancy White Parasols, all the rage, some plain linen, some trimmed with val lace and embroidery insertion and some with embroidered edges, fancy handles, all washable. Prices from \$1.00 to \$6.00

Mace & Company

The Big Store.

Ladies' Fancy Hosiery

Silk, hose and cotton, plain lace effects, embroidered and stripes. All colors, red, pink, blue, lavender, pink and white, black and white and blue and white. Prices from 15c to \$2.50

A Magnificent Showing of Easter Apparel

Gorgeous Display of Easter Millinery



Distinct Styles of Hats Especially For the Grand Easter Parade.

Great in variety, exquisite in taste. These are the marks that distinguish our millinery. Just now the millinery department of The Big Store is at its best. All the new creations of the country's best designers are being produced and shown just before Easter, and at prices, too, that you will say were never so reasonable. We have prepared especially for Easter and in making these hats we have used only such designs as are proving the most popular among the fashionable dressers in the bigger cities. It's The Big Store's aim to give its patrons just as good a selection as can be found in any big town and better than can be found at home. That's one reason why Mace & Co. always excel.

Our Own Exclusive and Original Ideas of Hats

Taking our inspiration from models, the best that Parisian designers could do, we have produced a line of trimmed hats, that for beauty they have no comparison. Everybody thinks so.

You will see in our millinery department hats that are positively exclusive in those very smart and ever popular styles, the new type of turbans, the Tricorne, all descriptions of trimmed hats, tailored and street hats and a magnificent showing of hats for children.

BETTER COME TODAY

A Masterful Exhibition of Man Tailored Suits

No time to lose now—Easter will be with us in a few days. You'll want a new suit and you'll want one of The Big Store's suits. A suit that you will feel dressed up in and which your friends will covet for themselves, marked at figures that make them still more attractive to you. This fascinating display—by far the largest and most complete we ever had—for once and all that our suits are the best in Greater Connellsville.



The Most Charming Suits You Ever Saw

Nice Ones at \$12.50 then up to \$25.00

Man tailored suits of fine French Broadcloth, Chiffon Panamas, Venetian cloth and all the late popular mixtures, made in the new and jaunty pony coat, tight fitting hip length jacket, and cotton shirt styles, artistically adorned with military braid and decorative braids, front shows a vest of feet; embroidered in colors. New three-quarter length sleeves, deep cuff and turn over collar, braid trimmed girdle and skirt of the new circular skirt side, double box pleated front, inverted pleated back and finished with two-inch hem with all inside seams bound. These suits are marvels at these prices.

Our showing suits from \$26.50, \$35 and \$40 is very attractive

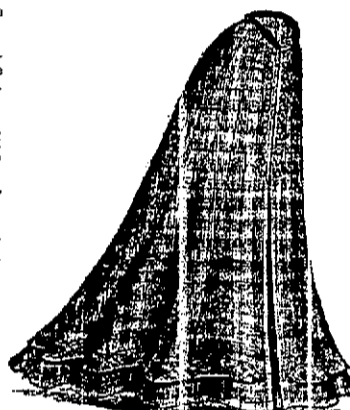
COVERT JACKETS. Tight fitting, hip length, in the covers from \$12.50 to \$15.00. You will be pleased with this showing.

THE LUXE COATS. Three-quarter lengths, in plaids, including plaids, checks and stripes. Made very masculine. Prices from \$12.50 to \$15.00.

SILK WAISTERS. A grand Easter display of waisters in fancy net, lace, flannels, China silk and Persian lawns. Prices from \$12.50 to \$15.00.

BIG SKIRT SHOWING. The new elegant skirt side, double box pleated front, inverted pleated back, with deep folds around bottom, made of finest Panamas, shetlands, serges and clay woads. All popular shades and colors. Prices from \$12.50 to \$15.00.

SILK PETTICOATS. In every shade and color, the most elaborate line we ever had the prices so low. You'll want to see these. Prices run from \$1.50 up to \$15.00.



A Few Minutes in the Dry Goods Dept.

Dress Goods

All the new creations in grays, plaids, plaids and over-checks, suitable for suits and skirts, widths from 30 to 54 inches. Prices the yard 25c to \$2.00.

White Dress Goods

For waists suits and skirts in such materials as Batiste, serge, crepe, cashmere, voile, mohair, Sicilian, albatross, colons and sublines in widths of 36 to 54 inches. Prices from 50c to \$1.25.

White dress goods in stripes, checks, floral designs and lace effects, suitable for waists and suits, from 10c to 18c.

White Madras, Longerie, Persian lawns, Mousselines in plaids and fancies, suitable for suits and waists in widths from 27 to 31 inches at from 20c to 75c.

Wash Goods

All the new things in wash goods such as Batiste, fancy Mousselines and fancy lawns. A large range of colors in floral effects, stripes, dots and swell dainty patterns. 32 inches wide. Prices the yard, 10c to 50c.

Percales and Gingham

In these two popular fabrics our line is above the average in patterns and quality. In black, white, red, gray, blue and brown, also the black and white effects, suitable for shirt waists and skirt waist suits. Full 36 inches wide. Prices the yard, 2c to 12 1/2c.

Embroidered Waist Patterns with collar and cuffs embroidered to match. Colors light blue, pink and white. Come one in a box. Prices \$1.00 to \$2.00.

Fancy Lawns and Swisses In all the new floral effects, stripes and polka dots. Prices from 10c to 15c.

Ribbons For Easter Our line of Ribbons is ready for your inspection. All the new shades and colors, also the fancies, stripes and Persian effects. Prices from 25c to \$1.00 the yard.

The New Veilings All the new meshes, also the plain and dot effects in white, black, red, light blue, lavender, pink, tan, brown, green, gray and blue. Prices from 18c to 50c.



Elbow Length Gloves

Long Kid Gloves, black and white, \$3.00.

Short Dress Kid Gloves, \$1.00 to \$1.50.

Lisle Gloves, all colors, 25c to 50c.

Silk Gloves, all colors, 50c to \$1.00.

Infants' Wear**Dresses 25c**

Infants' dresses, long and short, neatly trimmed with lace and embroidery, ribbons and some hemstitched. Made of lawns and nainsook, mulls and silk. Our showing in this department is especially large just now. You can't afford to spend the time making dresses for the baby and the style that you get in these dresses is very good. From 25c, we have infant's dresses running up to \$6.00.

Long and Short Skirts For the Baby 25c

For infants and children in long and short lengths, made of fine muslin and cambric, both plain and trimmed. Just a small amount of change will fit the children out the whole summer. All sizes. We also have skirts running up to \$2.00.

Other Infant's Wear

The Big Store takes pride in its infant's department and is proud of the hundreds of infants it has fitted out. We have a complete showing of veils, sacques, booties, caps, hose, kimono and bibs. Prices from 10c to \$6.00.

Muslin Underwear

This line is larger this season than ever, having given the department twice the space it originally occupied and can give you a selection not found in towns twice the size of Connellsville.

Corset Covers 25c

Made of fine muslin, cambric and nainsook, trimmed in lace and embroidery and ribbons. All sizes, prices from 25c to \$1.50.

Ladies' Gowns 50c

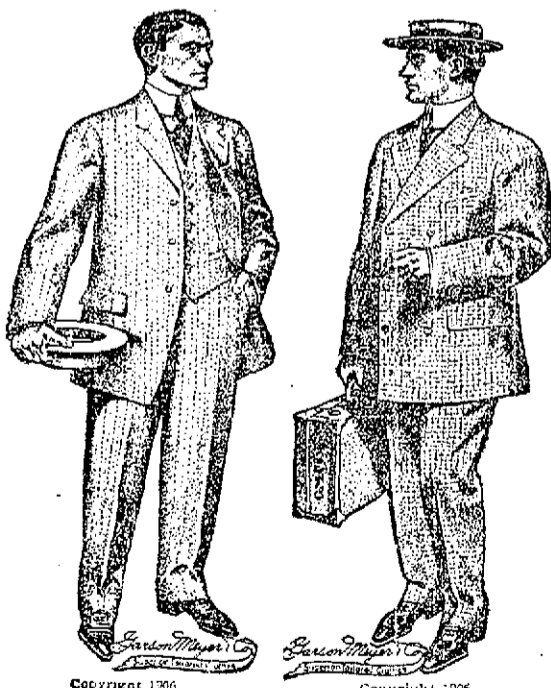
Made of same materials as covers, full length and trimmed as above, long and short sleeves, high and low necks. Prices from 50c to \$4.00.

Fine Muslin Skirts 50c

Made of same materials as corset covers, trimmed with rows of insertion and embroidery and rows of tucks, deep extra lounces. Extra short and full lengths, made with deep dust ruffle. Prices 50c to \$6.50.

Drawers 25c

Made of fine muslin and cambric and trimmed with lace and embroidery, insertion, tucks and hemstitched. Prices 25c to \$1.75.



Foremost Line of \$15 Garments in Fayette County

Gray French Form-Fitting Overcoats in fashionable weaves. Black and Gray Cravenette Paddocks in stylish effects. 3/4-length Overcoats for Conservative Dressers—blacks and gray. Gray Topcoats in worsteds, chevrons and coverts. \$20 value. Fine Tan Topcoats in herringbones, whipcords and diagonals. Black and Gray Raincoats—the latter in checks, stripes, etc. Black and Blue Suits in unfinished worsteds, serges and tibets. Swell Gray Suits in twilight, Confederate and oyster shades. French Worsteds in many new and exclusive effects. Blue Suits, in solid colors, overplaids, checks and stripes.

Real Value Range from \$18 to \$20

Splendid Purchasing Power of a Single TEN DOLLAR BILL

Count yourself at least three dollars in pocket when you buy here-today-of one of the stylish Suits or Overgarments we mark \$10. Take your choice of 3/4-length Overcoats, in black, oxford and quiet patterns of gray, in tibets and chevrons.

Put gray on black Topcoats, in coverts, tibets, worsteds and chevrons, in plain, herringbone and diagonal weaves, as well as fancy checks and stripes. Stylish Suits well made from black and blue chevrons and unfinished worsteds.

Fancy Worsteds and Cheviot Suits in all the popular gray materials.

Black and Blue Serge Suits, that are models of style and purport of excellence.

Hand-tailoring touches impart to the shoulders, lapels, waistlines, button-holes and collars the perfection of finish which characterizes all The Big Store clothing.

You'll Be Wanting an Easter Hat

If you're going to be dressed up on Easter day you'll want a new hat. The Big Store is famous for its fine line of hats and next Easter will make us still more popular. Swell stiff hats and soft hats or the famous Young Bros. make at \$3, regular \$4 hat; the Johnny Jones, the new soft shape that's winning favor everywhere at \$2. Any of these will be admired by your friends.

Swell Shoes and Oxfords

Especially for Dressy People.

You'll want new shoes too, when you get that new Easter suit. Every day the new shapes are coming in and will be unpacked just in time for the grand parade next Sunday. Like everything else, The Big Store displays the new shoes first and this season the new shapes for Spring and Summer wear are shown in a great variety.

Shoes in patent and all leathers \$3.00 and up.

Oxfords in patent and all leathers \$3.00 and up.

We'll Expect to See You Wear Big Store Shoes on Easter Day.



Stylish Clothing For the Boys

Bring the boys in today and let them assist in choosing their own clothing.

More styles at \$4.95 than any store thinks of showing

Cute Russian Blouse, Prince Albert, Buster Brown and Sailor Suits, with Eton, standing or braided and sailor collars, in navy, red, tan, royal and brown serges of the newest mixtures. Also fine fancy worsteds and serge double-breasted Norfolk suits, with regular or knicker, knicker trousers. Likewise an endless assortment of the latest little tan, white, red and fancy gray radars, with velvet or plaid collars and embroidery on sleeves. Also baby three-piece black Confirmation Suits and a host of other styles. A dollar or two more of value in quality of cloth and nicely of tailoring than other houses are giving for the same money. All sizes from 2 1/2 to 17, for \$4.95

Choice of These Fine Suits Today \$2.50

Nobly Double-breasted Suits, Cute Russian Blouse Suits and Buster Brown Suits.

In the Height of Fashion

If you want your boy to wear the very newest New York styles, in the imported and fancy mixed suits, made in the latest and most fashionable styles, with extra white shirtwaists, or a dressy Confirmation Suit of high quality, any size from 2 1/2 to 17 years, they will cost you here only \$7.50

For the Young Men from 14 to 20

Single or double-breasted suits for young men in fancy gray worsteds, with peg-top trousers; also so on in blue serge and black tulle are here. The coats are cut 31 and 32 inches long, with one or two deep vents, and are serge lined. Also nobly tan, Oxford gray and black Topcoats and Raincoats, in the correct materials and the styles that have the dash and spirit in them which young men just budding to manhood like so well, for \$10.00



NOW FOR THE FINAL EASTER PREPARATIONS

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W-M Co.

S FURNISHERS of stylish apparel we are prepared to serve you intelligently and satisfactorily. To be served satisfactorily at Easter time is of great importance to those who have planned to join the great yearly style parade. In selecting your Easter gown, hat or wrap you want to feel of all times of the year, that your selection will be, not only exclusive but possess several distinguishing style attributes that will be instantly recognized as the marks of good taste.

A great majority of ready-to-wear garments—millinery too, for that matter—proclaim the source of their origin; there's a lack of finished excellence, elegance and workmanship that always suggests to the wearer deficiencies that make one ill at ease.

Whatever you select here you have the satisfaction of knowing it's right in style, superior in finish, and equal to any made to measure apparel.

While these thoughts are a source of satisfaction, there's another strong buying incentive that will appeal to you. The Wright-Metzler Company garments cost no more and often less than inferior productions elsewhere.

Don't put off buying until the last day for although errors are not likely to occur owing to our perfect organization. It is far more satisfactory to us and to you that you should make your selections as early as possible.

WRIGHT-METZLER COMPANY



Wright-Metzler Co., Footwear Critically Correct For Easter

There has been many a man and woman remarked to themselves within the past week: "I'll have to get a pair of shoes by Easter."

We wonder if these people thought further, if they considered that the shoe they contemplate buying within the present week could either "make" or "mar" the pleasure of Easter for them. If they did not consider this, it is nevertheless true; for if they should get a shoe made over an incorrectly shaped last, or, if through the fact that the store they patronized was not equipped with the exact width they required and sold them a shoe too narrow or too wide, or if some kind friend should inform them that the style was incorrect and for many other reasons as potent, it would tend to dampen the exultant feeling that seems to permeate a person when they are sure that their attire is correct in every detail.

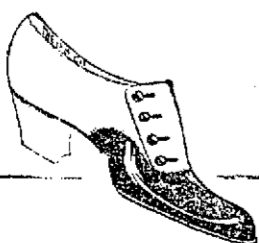
The growth of our shoe business is entirely due to the following facts:

- 1st.—Close and critical buying which results in our selling supremacy.
- 2nd.—Our careful selection of leathers which results in the long life of our shoes.
- 3rd.—Our ever watchful and vigilant care as to correctness in every detail of style and workmanship.
- 4th.—That we positively carry over no shoes from one season to another.
- 5th.—We buy direct from manufacturers saving you a large percentage.

The very bulk of our shoe business testifies to the absolute truth of these five statements which form a quintet of the strongest buying incentives possible to give.

Our shoe section offers every style in every width, every size and made in every shape that the ultra-fashionable world demands.

- A Man can buy shoes in lace, button or blucher from \$1.00 to \$5.00
- A Woman can buy shoes in lace, button or blucher from \$1.25 to \$5.00
- A Child can buy shoes in lace, button or blucher from 25c to \$2.50



A Profusion of Easter Novelties

Our basement store is full of Easter favors and new and novel things for Easter entertainment. The hostess who expects to entertain during the Easter season would be saved a great deal of worry by a visit to this Easter store. Then, the unrivaled collection of chicks, rabbits, eggs, baskets and the like are couriers of joy to the children and cause our big basement to take on almost a Christmas air with its abundance of child-life attracted hither by the wealth of Easter toys that are so alluring to childhood. Price range is satisfying and broad enough to adapt itself to almost any purse.

- Chicks 1c to 25c
- Rabbits 5c to \$2.50
- Easter Eggs 5c to 15c
- Easter Bells 5c and 10c
- Easter Baskets 5c to 40c
- Cats, Dogs and Eggs 5c to 25c

A Wonderful Collection of Women's Waists

Again and again we are told by customers that this showing of women's waists surpasses any they have ever before seen in this city.

This lavish variety includes all the different sorts of waists, taffeta silk, chiffon and China silk, the crepe de chine, then a wonderful stock of lace waists, silk lined. A collection of lingerie waists that is unequalled in the entire coke region and an almost unlimited variety of the practical waists for every day wear. Perhaps the largest immediate demand is for the beautiful silk waists for Easter wear. These we show at prices ranging from

\$2.50 to \$10.00



The Rustle of Silk Skirts Next Sunday

We have a collection of new silk skirts that will be the envy of all. The quality of the fabric is superb and the style is just what you need. We have prepared for the Easter season and are able to quote rustling prices that will satisfy you.

\$5.00 to \$15.00
in every modish shade.

Have You Forgotten Any of These?

If you have, it behooves you to make your selection at once. The heavy demand upon these stocks are lessening the choice every hour and you'll have more time to choose if you come at once. The last minute shopping is unsatisfactory and oft times coupled with disappointment.

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|-------------------|--------------|--------------|
| Short Waist Sets | Hair Pins | Belts |
| Collar Supporters | Bags | Hosiery |
| Brooches | Lace Collars | Ribbons |
| Purses | Perfumes | Ruchings |
| Muslin Underwear | Toilet Sets | Belt Buckles |
| Corsets | Sachets | Jewelry |
| Handkerchiefs | Hat Pins | Back Combs |
| Veils | Skirt Pins | Side Combs |
| Talcum Powder | Gloves | Necklaces |

Your Easter Suit and Overcoat Is Ready to Put On

Reasons for the Pre-eminence of Wright Metzler Co., Clothing

Those familiar with clothing trade facts recognize as a masterful accomplishment the tremendous growth of the Wright-Metzler Company clothing business during the past two years. Men do not pass by several good clothing stores and come up to our second floor without a cause.

Strong decisive, positive causes exist; reasons that preclude any peradventure. They are best known by and frequently the despair of our strongest competitors.

There are always special features, extra handwork at some points, inside staying done with higher grade interlining so that permanent shapeliness is secured without the unpleasant stiffness of cheap starched linings. Of course, this particular betterness is most fully proven by the good wear that Wright-Metzler garments always give, but it is self evident in the new suits too. The shape, finish, the very "feel" of them, tell of the more careful, more skilled workmanship.

Chiefest Point of All

With all this careful selection, this unusual workmanship, this exceptional style and character, Wright-Metzler Company clothing is marked at the most popular prices.

Here are the smartest, handsomest clothes that a man can desire; here is clothing at the lowest prices that any careful man would risk paying, and he can be certain of their quality and the good service they will render him.

That is why this clothing business has grown so splendidly, that is why no man knows how much he overpays for his clothing, until he knows all about Wright-Metzler Company clothing.

You are seeking an Easter suit or overcoat today.
Your interest as well as ours invites you here.

Wright-Metzler Company

